

TEN7 Social Media Guidelines

This document captures the guidelines for TEN7 social media posts and promos. This is a living document and is continually updated with policy changes.

- Social Media Posts Spreadsheet
- Social Media Platforms Used
- Social Media Posting Apps
- Social Media Posting Content
- Post Components & Timetable
- Social Media Post Text Guidelines
- Social Media Post Image Guidelines
- Social Media Posting Process
- Sound Bite Audio Clip Process
- YouTube Title and Description Format

Social Media Posts Spreadsheet

All social media posts are saved in the Social Media Podcasts spreadsheet on the **Social Posts Sched** tab.

- **Green**=ready for buffering
- **Yellow**=still being tweaked
- **blue**=has been buffered

Social Media Platforms Used

TEN7 posts to the following social media platforms at the same time.

Platform logins are available through the 1Password TEN7 account (check with Ivan to get access).

Outlet	Account Handle
Twitter	@ten7
Instagram	@ten7interactive
Facebook	https://www.facebook.com/ten7interactive/
Linked In	https://www.linkedin.com/company/ten7/
YouTube	URL TBD
Drupal.org	https://www.drupal.org/ten7

Social Media Posting Apps

App logins are available through the 1Password TEN7 account (check with Ivan to get access).

App	Reason
bit.ly	Generate customized short links. NOTE: all links should be lowercase
buffer.com	Schedule posts in advance

Social Media Posting Content

Currently we are using social media to promote the following content.




Blog posts	
Podcasts	<ul style="list-style-type: none"> • See Podcast Production and Publishing for podcast workflow • For podcast posts #2 and #4, we are using two audio clips from the podcast instead of quotes on images (see Sound Bite Audio Clip Process in this document for process)
Sound Bite Saturdays	<ul style="list-style-type: none"> • Posts on Saturday, every other week (same week as Throwback Thursdays) • Podcast becomes "eligible" for SBS three months after first publication • Reuse one of the previously approved sound bite audio clips, write a fresh post
Throwback Thursdays	<ul style="list-style-type: none"> • Posts biweekly, on opposite weeks from fresh podcasts • Can be either a podcast or blog post • Reuse one of the previously used image quotes, write a fresh post
Case Studies	<ul style="list-style-type: none"> • Case studies are posted on ten7.com and will soon also be posted on Drupal.org/ten7 • Ideally, case studies should be short and sweet, (around 600 words, so no client quotes), but can go longer (try to keep below 900 words though).
What We Learned Lately	<ul style="list-style-type: none"> • WWLL entries are grabbed from Know Your Team What We Figured Out Last Week listing. • We will only publish when we have 5-7 entries from the selection, which means we may not be publishing regularly. • Pick entries with information that is useful to our blog readers as well. <ul style="list-style-type: none"> • NO: "I learned Drupal 8 migrations." • YES: "I learned that Enterprise rents a van for \$19 with unlimited miles, vs. Uhaul which rents a van for \$19.95 and .59 a mile. I saved myself \$78 on a trip to pick up stuff from my storage unit." • Even though we are not posting regularly, posts will be named in the month they are published (e.g. What We Learned Lately April 2020). • List people in alphabetical order (by last name), but show their first names only. • If someone has more than one entry, add them in bulleted list. • Link out when possible (to TEN7 products, other technologies or services).
TEN7 Monthly Newsletter	<p>Sent out first week of the month</p> <ul style="list-style-type: none"> • Three posts: <ul style="list-style-type: none"> • Thoughts from Ivan • Podcast • Podcast/Blog/Case Study • Footer: usually a promotion (upcoming training or conference)

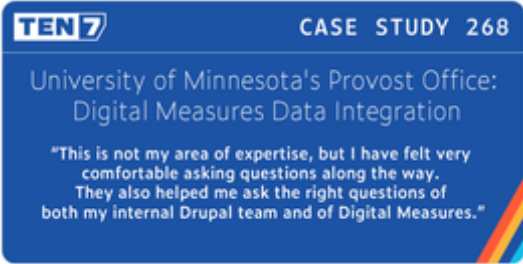

Post Components & Timetable


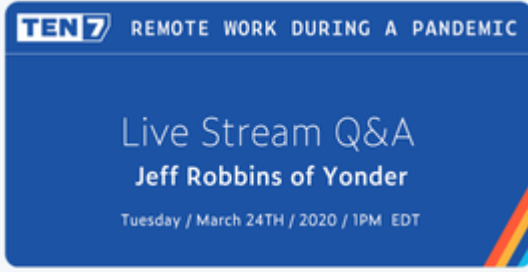

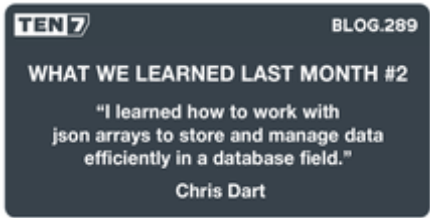
- **IMAGES:** Use unique images for each post, to keep it fresh.
- **QUOTES (for IMAGE QUOTES on accompanying image):** Necessary for podcasts, blog posts and case studies. Use multiple quotes if there's good material; it's okay to repeat quote if not.
- **Bit.ly shortlinks:** ALWAYS use a bit.ly link for social media posts, as we track the statistics.

Podcasts, blogposts and case studies have a set day to publish. Conference promos will vary depending on day of conference.

Type	Promotion Timetable	POST IMAGE Upper Right Text (ALL CAPS)	POST IMAGE Lower Right /Middle Text	POST IMAGE Image/Quote	Shortlink Convention

<p>Podcast</p>  	<p>5 posts (3 regular, 2 sound bites)</p> <ul style="list-style-type: none"> Initial Publish day (always Wednesday) following Friday (+2 days) SOUND BITE following Tuesday (+6 days) following Friday (+8 days) SOUND BITE two weeks and one day after original publish date (+15) <p>ALSO: Throwback Thursdays (every other Thursday, on non-podcast publishing weeks), publishing select old podcasts and blog posts.</p>	<p>PODCAST EPISODE 00</p> <p>PODCAST EPISODE 68</p>	<p>(Guest Name) from Guest Company</p> <p>Jason Clark of VIA Studio</p>	<ul style="list-style-type: none"> For use strip template If podcast is only with internal TEN7 staff, user color block template QUOTE: YES 	<p>t7.io/ep [podcast ep number]</p> <p>t7.io/ep58</p>
<p>Podcast Sound Bite Clip</p> 	<ul style="list-style-type: none"> Initial Publish day (always Wednesday) following Friday (+2 days) SOUND BITE following Tuesday (+6 days) following Friday (+8 days) SOUND BITE two weeks and one day after original publish date (+15) <p>ALSO: Also used for Sound Bite Saturdays.</p>	<p>(Under guest headshot)</p> <p>PODCAST EPISODE X</p> <p>SOUND BITE</p>	<p>(Guest Name) on <break> (SUBJECT)</p> <p>Gareth van Onselen on International Demagogues</p> <p>(subject character limit: 38)</p>	<ul style="list-style-type: none"> Use audio clip template Use same headshot for all QUOTE: IN CLIP 	<p>t7.io/ep[podcast ep number]</p> <p>t7.io/ep58</p>

<p>Case Study</p> 	<p>Case Study Tuesdays! Every Tuesday, rotating through our list of case studies.</p> <ul style="list-style-type: none"> New case study promotion: <ul style="list-style-type: none"> #1 post will happen on Case Study Tuesday as usual (bumping whatever was there) #2 and #3 will be on following Thursday and Saturday #4 and #5 will happen in the "usual" case study rotation that happens on Tuesdays 	<p>CASE STUDY [node#] CASE STUDY 299</p>	<p>Flexible [client] [case study title] Client name on first line, case study title on second line in italics UMN Provost Office Digital Measures Data Integration</p>	<ul style="list-style-type: none"> Use Color block template, add client logo left corner QUOTE: NO, not in image, try to work into social media post. 	<p>t7.io/case[node] t7.io/case240</p>
<p>Blog post</p> 	<p>(same as podcast, opposite week)</p> <p>Five posts:</p> <ul style="list-style-type: none"> Initial publish day (always Wednesday) following Friday (+2 days) following Tuesday (+6 days) following Friday (+8 days) two weeks and one day after original publish date (+15) <p>ALSO: Throwback Thursdays (every other Thursday, on non-podcast publishing weeks), publishing select old podcasts and blog posts</p>	<p>BLOG [node#] BLOG 278</p>	<p>Blog Post Title Thoughts About Owner Camp</p>	<ul style="list-style-type: none"> 5 unique images if possible Company/person related photos, or stock photos QUOTE: NO 	<p>t7.io/blog[blog node number] t7.io/blog237</p>
<p>Conference Promo TEN7 is sponsoring or promoting (no talk)</p>	<ul style="list-style-type: none"> FLEXIBLE 1 month (registration push) 2 weeks before conference (1) 1 week before (1) Two days before conference 	<p>CONFERENCE, MONTH DAY DRUPALDE LPHIA, MAY 10</p>	<p>Flexible, depends on purpose REGISTER NOW!</p>	<p>Past conference photos + conference logo or Drupalicon QUOTE: NO</p>	<p>Flexible: t7.io /confregister t7.io /drupaldelphiaregister</p>

<p>Conference Talk Promo</p> 	<ul style="list-style-type: none"> • FLEXIBLE • 2 weeks before conference (1) • 1 week before (1) • Two days before (1) • Day of conference (1) - 30 min before 	<p>CONFERENCE, MONTH DAY DRUPALDE LPHIA, MAY 10</p> <p>NOTE: even if the promo is for something that is only on one day, use the entire conference dates</p>	<p> name of talk presenter day /date /time Location, address and ROOM </p>	<p>Slides from the talk + name of the talk in image</p> <p>QUOTE: NO</p>	<ul style="list-style-type: none"> • flexible • link to the session's page on the conference's website
<p>Other Event Promo</p> 	<ul style="list-style-type: none"> • FLEXIBLE 	<p>EVENT TITLE</p>	<p> name of talk presenter of company day /date /time Location, address and ROOM </p>		<ul style="list-style-type: none"> • flexible • link to event site page if possible
<p>Video of Conference Talk by TEN7</p>	<p>Post link to talk video 1 week after conference</p>	<p>TALK.000</p> <p>000=number that is +1 from last talk (we're starting at 217)</p>	<p>Flexible, generally structure is:</p> <p>person's handle @confname</p> <p>@socketwrench at @Drupaldelphia</p>	<ul style="list-style-type: none"> • Reuse previous talk promo image • QUOTE: NO 	<p>t7.io/tvid000</p> <ul style="list-style-type: none"> • Use same number used for pre-conference promo • link to video location
<p>Twin Cities Drupal Lunch & Learn</p> 	<p>Monthly, on Tues and Friday the week of the event (always on Fridays)</p> <p>Check these locations to see upcoming topics:</p> <p>https://groups.drupal.org/twin-cities</p> <p>https://www.meetup.com/Twin-Cities-Drupal-Group/</p>	<p>DRUPAL LUNCH & LEARN</p>	<p>Date and location (middle)</p> <p>August 16, Walker Library</p>	<ul style="list-style-type: none"> • Use color block template • Topic information & presenter (if relevant) • Date, time and location • QUOTE: NO 	<p>LunchLearn [MMYY]</p> <p>LunchLearn1019</p> <p>(for Oct 2019)</p>
<p>What We Learned Lately</p> 	<p>Flexible, whenever we get enough good entries</p>	<p>BLOG [node#]</p>	<p>NONE</p>	<p>Use color block template, no bottom text.</p> <p>QUOTE: YES, from one of the people</p>	<p>t7.io/blog[blog node number]</p> <p>t7.io/blog237</p>

<p>TEN7 Newsletter</p>	<p>Monthly</p> <p>3 Posts:</p> <ul style="list-style-type: none"> • Week before (1): almost time for newsletter • Publish day: here it is • Week after (1): we just published it 	<p>TEN7 NEWSLETTER</p>	<p>Sign Up for the TEN7 Newsletter!</p>	<ul style="list-style-type: none"> • Strip template • Image of Ivan • Same quote 	<p>https://t7.io/subscribe (goes to newsletter landing page)</p>
<p>Client News</p>	<p>As needed</p>	<p>Flexible, usually CLIENT NEWS, SITE LAUNCH, etc.</p>	<p>None</p>	<ul style="list-style-type: none"> • Color block template, no bottom text • QUOTE: NO 	<p>Flexible, keep it short</p>
<p>Product/Service Promo</p> <p>TEXT ONLY POST</p>	<p>Once a month, (from WE GIVE BACK product page)</p>	<p>None, text only post</p>	<p>None, text only post</p>	<ul style="list-style-type: none"> • None, text only post 	<p>Flexible, link to WE GIVE BACK PAGE, not Drupal.org</p>

Social Media Post Text Guidelines

- We use the same post text for all platforms (Charlene finds Twitter handles, @ Jonathan Freed takes care of slight alterations for other platforms)
- When a guest, company or other person is mentioned, use their twitter handle. If they don't have a twitter handle (rare), just spell out the name
- When mentioning Drupal, make it into a hashtag (#Drupal)
- When mentioning a university (or college or department within), spelled out "University."
 - Yes = University of Minnesota, or University of MN (if short on space).
 - No= UMN
- If you are absolutely short on space, you can use the "&" character in a social media post, but try not to
 - NOTE: do NOT use "&" in image quote text
- No profanity in social media posts, please.

Social Media Post Image Guidelines

Social Media Post Image Templates

We have designed a series of templates to create images to be used with social media posts. Do not change the font, size or color of any of the text.(The following examples are from the Twitter template)

Color Strip Template



Color Block for Podcast/Case/Blog



Color Block for Promo



- No bottom strip used
- Center the title of (whatever)
- If using a quote, center if it's less than two lined, left justify if longer.

Social Media Post Image Text Guidelines

<p>Top Strip</p> <ul style="list-style-type: none"> • The top strip will always be gray • Content promo type listed in upper right corner, is in all caps • Text in upper right will change per content type (see table above) <p>Bottom Strip</p> <ul style="list-style-type: none"> • Bottom strip color can change based on photo (currently blue or orange). • The color strip is slightly translucent. However, if the image behind it impairs text readability, set the color strip to 100% opacity. • Bottom color strip has allowance for one or two lines of text (podcast is usually one line, blogs, case studies and conference promos need two) • For case studies and promos, the second line is usually italicized <p>Image Quote Block (blogs, podcasts and case studies only)</p> <ul style="list-style-type: none"> • Keep quotes at 210 characters or less to fit in the quote block. • Don't use the character "&," always use "and" • Podcast guests may swear, and it might be funny, but don't use those quotes in image quotes • No twitter handles or hashtags • Don't change the font size of the quote block. • Don't widen the gray overlay block. • Don't move the quote text block around inside of the gray overlay block. It should always start at the top of the block. <ul style="list-style-type: none"> • If the quote is smaller than the block, adjust the BOTTOM of the gray overlay to better fit the text. • If the quote is slightly larger than the block, adjust the BOTTOM of the gray overlay text to accommodate. <p>Sound Bite (podcasts)</p> <ul style="list-style-type: none"> • Use the same headshot for all posts 	<p>Images</p> <p>In general, use different images for each post.</p> <p>DO:</p> <ul style="list-style-type: none"> • For stock images, use unsplash.com and pexels.com (there are lots of images with diverse people on pexels.com) • For conference posts, use people at conference images, and to add some visual interest, you can add the conference logo, or the Druplicon • Select images with diverse populations when choosing stock images. TEN7 is committed to diversity and inclusivity in our media brand. We want to be sure to include photos of non-white, non-heterosexual, non-cis gendered people in our marketing. Our approach is to be diverse/inclusive overall, not on a post-by-post basis. Whenever you are about to post an image with people, see what has been posted in the recent history. If you haven't seen a POC or a non-heterosexual relationship depicted, use the appropriate photo. • Add attribution for a podcast guest photograph you get off the web. Ideally find photographer (right-click image will often show it). If you don't know photographer, at least credit the website you got the image from. We'll put photographer credit in teeny tiny type in the corner of the image). • Use a single full image (don't make a whole new design in InDesign or something). • MINOR photoshopping is ok to delete unwanted image parts, fill in blank spaces or to make a simple composite. <p>DON'T</p> <ul style="list-style-type: none"> • Don't use photos of animals in marketing (like your cute cat) • Use a collage-type image.
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Social Media Posting Process

DEADLINE: social media information needs to be in the TEN7 Social Media Posts spreadsheet at least two hours before the posts are to go live.

Social media posts will be shared in **Slack > #socialmedia** channel.

<ol style="list-style-type: none"> 1. Select guest quotes (podcast), client quotes (case studies) and TEN7 quotes (blog posts) and place them in SM spreadsheet. (CJ) 	<ul style="list-style-type: none"> • Quotes: If guest has good material, can use different quotes per post, but it's okay to use the same quote for all quote posts.
<ol style="list-style-type: none"> 2. Write the five (usually) social media posts that relate to quotes for each item, and place them in the SM spreadsheet. (cj) 3. Fills in other text information for each post. (cj) 4. For podcasts, fill in LANDING PAGE summary cell. 	

<p>5. Create short link in Bit.ly, using shortlink convention from table above.(CJ)</p>	<ul style="list-style-type: none"> • While you can edit the bit.ly shortlink itself before the post is buffered, it isn't possible to edit the destination link. • You can't delete bit.ly links once created, unfortunately. • NEVER edit a bit.ly link after the post containing the link is live, or the original link will go dead. If the link format must be changed, create a new link. • NOTE: Twitter will still convert the bit.ly custom link to its own gibberish, such is life
<p>6. Change color of post row to green when ready for buffering. (CJ)</p>	
<p>7. Create the social media podcast image (Image + quote or sound bite image) by using the podcast image/sound bite image templates.(JF)</p>	<p>There is a template for all four social media platforms we post on (Instagram, Twitter, Facebook and Linked In).</p> <ul style="list-style-type: none"> • Templates are found in TEN7 > Marketing > Social Media > Podcast Image Templates. • Images: Use a different image for each of the five social media posts if possible to keep it fresh (same image across all platforms per post though). • Sound bite post image: can use the same headshot for both sound bite posts
<p>8. Ivan reviews post images.</p> <p>9. Place completed images in the podcast folder for the associated podcast.(JF)</p> <p>10. Tweak social media posts for various platforms. (JF)</p> <p>11. Schedule posts in Buffer for publication on Twitter, LinkedIn, Facebook & Instagram. (JF)</p> <p>12. Change color of post row to blue to indicate post has been buffered. (JF)</p>	

Sound Bite Audio Clip Process

- Audio clip total time must be under 60 sec, including intro and outro (instagram limit)
- Rough audio clip selections should be **30 seconds max**
- You can string together multiple clips

<p>1. Create new JIRA issue for podcast marketing. (CJ)</p> <p>2. Link issue to associated podcast issue. (CJ)</p> <p>3. Load template Podcast Production to the issue. (CJ)</p>	<p>Issue Name Format: EP XX (guest name)- Marketing</p>
<p>4. Select audio clip candidates. (CJ)</p> <p>5. Create Google Doc in "Ep000 > Social Media > Sound Bites" for sound clip selection (CJ).</p> <p>6. Post recommended audio clip options to google doc, noting rough start and end times.(CJ)</p> <p>7. Reassign Jira issue to Ivan for review. (CJ)</p>	<ul style="list-style-type: none"> • FRESH podcast recommended clip options: 3 • SBS podcast options (for podcasts made pre-sound bites): 2, Ivan will pick
<p>8. Select two audio clips in Google doc. (IS)</p> <p>9. Reassign JIRA issue to Charlene so she can write social media posts. (JF)</p>	

10. Create audio clips and post images in **Wavve**.(JF)
11. Place audio clips (WHERE?)
12. Jonathan changes issue to **Merge** and **Done**.



YouTube Title and Description Format

NOTE: There is no HTML in a YouTube description, so be sure to format headings and bullets as shown here.

Title format (100 char limit)	Dan Antonson: The Power Of Google Tag Manager - TEN7 Podcast Ep 80
Description format (5000 char limit)	<p>The TEN7 Podcast https://ten7.com/podcast</p> <p>PODCAST EPISODE PAGE [bit.ly link]</p> <p>PUBLISHED January 22, 2020</p> <p>SUMMARY [insert summary]</p> <p>HIGHLIGHTS</p> <ul style="list-style-type: none"> - [be sure to use dashes] - [be sure to use dashes] - [be sure to use dashes] - [be sure to use dashes] - [be sure to use dashes]
Playlist	The TEN7 Podcast

Related articles

Content by label

There is no content with the specified labels



